



97TH FLOOR

Share

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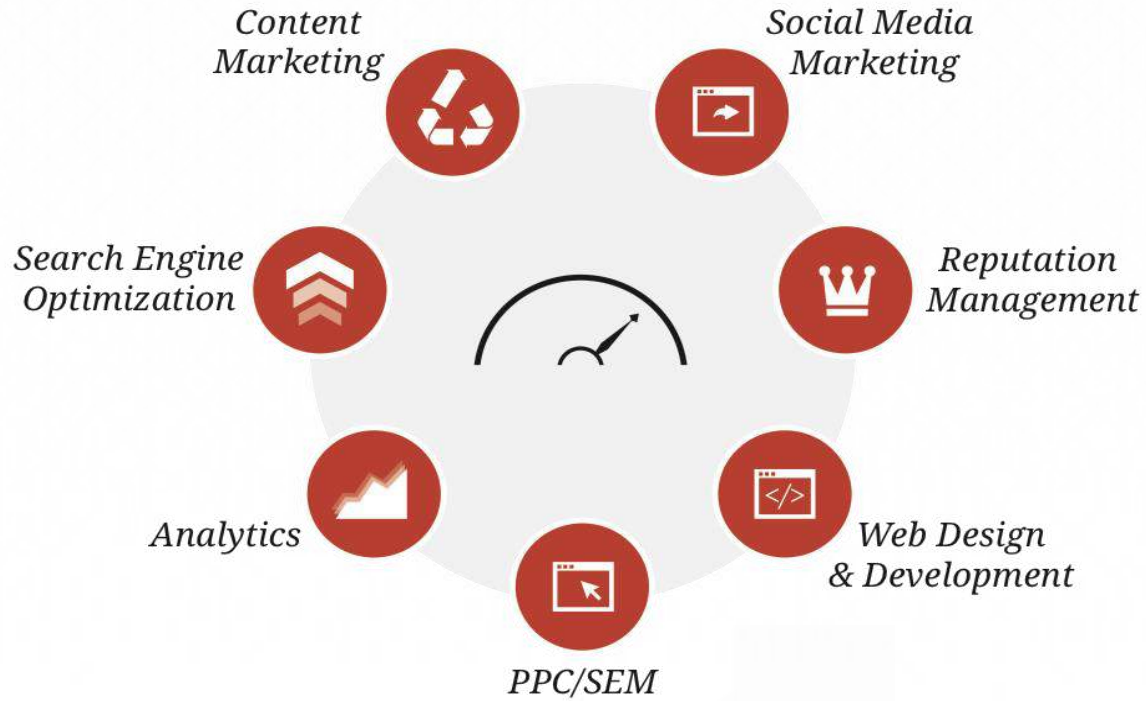
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Content Measurement Metrics

How to always succeed with content marketing



The leading industry event by digital marketers for digital marketers





Incase you missed it...



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**We all know that Keywords
are important for SEO**

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Start with Data Cube

 **Data Cube**

Leverage the industry's largest and actionable content repository to develop winning strategies for your business.

 Google US

pumpkin recipes


 Search

View All Results

Identify High Volume Keywords

Discover Long Tail Keywords

Explore High Value Keywords

Filters 

Contains more than 3 words


504
Total Suggested Keywords

7 1%
High Competition Level

147 29%
Medium Competition Level

280 55%
Low Competition Level

Track

 Columns

<input type="checkbox"/>	Keyword	Search Volume	Competition	Keyword Value	Universal Listing
<input type="checkbox"/>	easy recipes for dinner	8,100	Medium	85	
<input type="checkbox"/>	quick and easy recipes	6,600	Medium	88	
<input type="checkbox"/>	healthy recipes for dinner	4,400	Low	88	Videos
<input type="checkbox"/>	canned pumpkin for dogs	1,600	High	85	
<input type="checkbox"/>	quick recipes for dinner	1,300	Medium	85	
<input type="checkbox"/>	how to make pumpkin pie	1,300	Low	83	Videos, Quick Answers
<input type="checkbox"/>	recipes for sweet potatoes	880	Medium	83	
<input type="checkbox"/>	recipes for butternut squash	720	Low	73	
<input type="checkbox"/>	pumpkin pie spice recipe	720	Low	96	

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Discover Long Tail

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Google US Search

View All Results Identify High Volume Keywords **Discover Long Tail Keywords** Explore High Value Keywords Filters

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Sort by Value

Data Cube
Leverage the industry's largest and actionable content repository to develop winning strategies for your business.

Google US

[View All Results](#) [Identify High Volume Keywords](#) [Discover Long Tail Keywords](#) [Explore High Value Keywords](#) [Filters](#)

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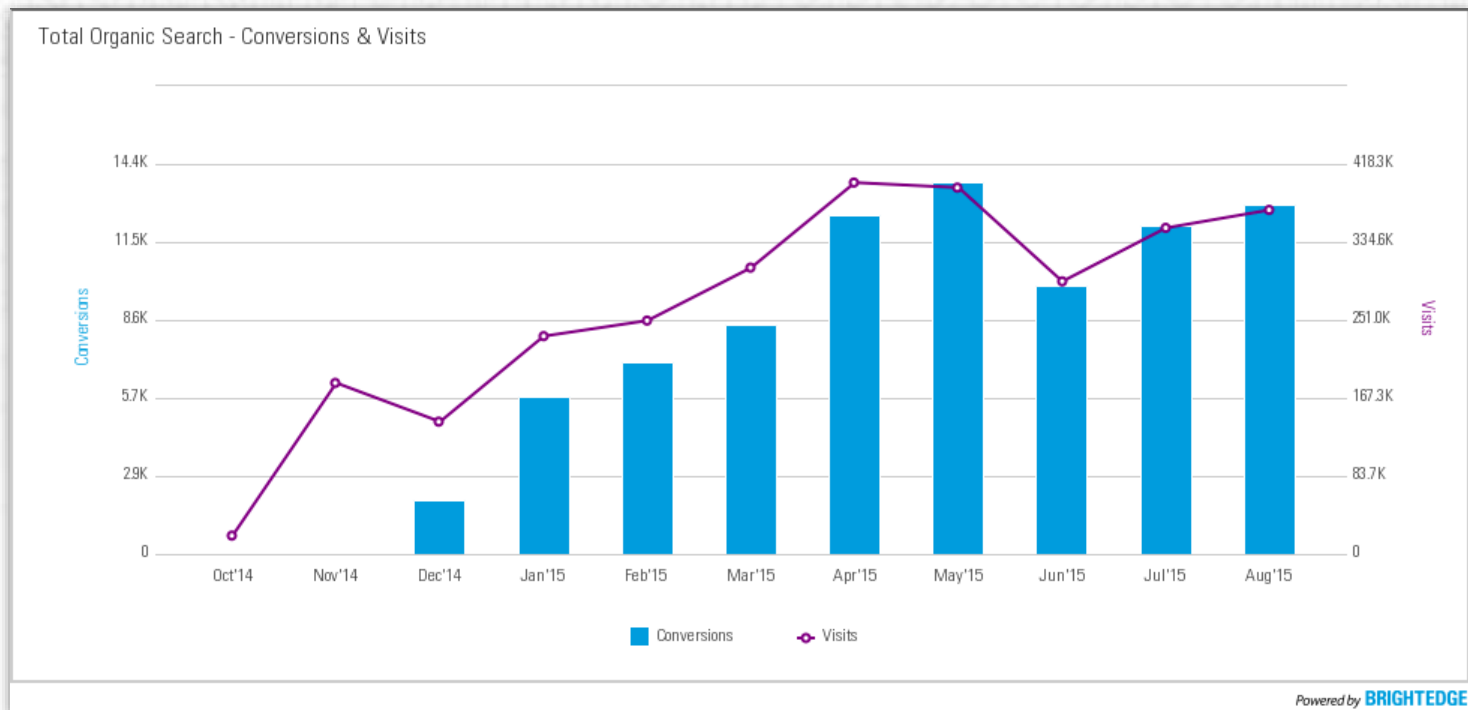
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Just by focusing on keywords with High Value



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Dump it all into a spreadsheet, prioritize by “Value”

fx	Keyword			
	A	B	C	D
1	Keyword	Search Volume	Competition	Keyword Value
2	best pumpkin cheesecake recipe	880	Low	96
3	roasted pumpkin recipes	90	Low	96
4	pumpkin recipes for babies	10	Medium	96
5	weight loss recipes	480	Low	95
6	pumpkin latte recipe	390	Low	95
7	canned pumpkin for dogs	140	Low	95
8	pumpkin rice recipe	50	Low	95
9	kids pumpkin recipes	10	Low	95
10	food	40,500	Low	92
11	all recipes	33,100	Low	92
12	pumpkin seed recipe	18,100	Low	92

The ideas will form from the research

<i>fx</i>	Keyword			
	A	B	C	D
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Case Study

blendtec®



JANUARY 23, 2015 BY BLENDTEC / 14 COMMENTS

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Wasn't Viral



JANUARY 23, 2015 BY BLENDTEC / 14 COMMENTS

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Web

Images

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22k searches a mo

About 3,380,000 results (0.21 seconds)

10 Savory Kale Smoothies | Blendtec Blog

www.blendtec.com/blog/10-savory-kale-smoothies/ ▾ Blendtec ▾

Jan 23, 2015 - Kale gets a bad wrap, but it's really a great green to add to your diet. Here's 10 **kale smoothies** to help get you started. You can't even taste the ...

Kale-Apple Smoothie - Real Simple

www.realsimple.com/food-recipes/...smoothie.../kale-apple-smoothie-1 ▾

Kale-Apple Smoothie. ... 5 Healthy Green **Smoothie** Recipes ... The apple juice and bananas mask the vegetable flavors so well, you'll barely taste the **kale**.

Kale Smoothie With Pineapple and Banana - Real Simple

www.realsimple.com/...smoothie.../kale-smoothie-pineapple-banana-1 ▾

5 Healthy Green **Smoothie** Recipes. Save. **kale-smoothie-pineapple-banana-0**. Photo by Christopher Baker. 4 of 7. See All ...

Kale Green Smoothie | Minimalist Baker Recipes

minimalistbaker.com/hide-your-kale-smoothie/ ▾

★★★★★ Rating: 4.9 - 15 votes - 5 min - 183 cal

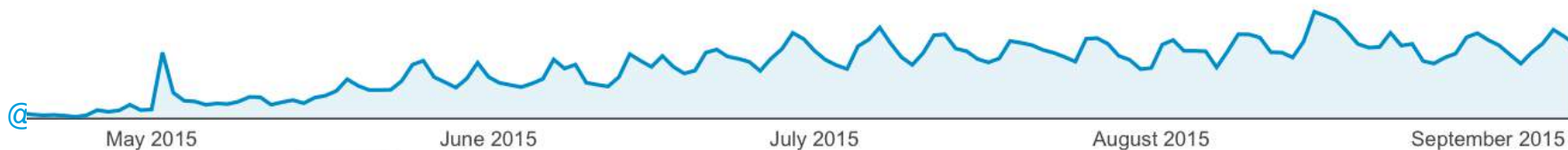
Easy berry green **smoothie** that hides the taste and texture of **kale**! Hemp seeds boost nutrient content and add a slight nuttiness.

- 302 Different Keywords bringing traffic
- 75 Keywords in the top 10
- 1,300 visits a day



1. /blog/10-savory-kale-smoothies/ 

155,903(100.00%)



Case Study

blendtec®



9 Peanut Butter Smoothie Recipes

OCTOBER 24, 2014 BY BLENDTEC / 4 COMMENTS

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9 Peanut Butter Smoothies

Again not Viral



FACEBOOK
SHARES

LINKEDIN
SHARES

TWITTER
SHARES

PINTEREST
SHARES

GOOGLE+
SHARES

TOTAL SHARES ▼

124

1

13

123

41

302

@brightedge #share15

OCTOBER 24, 2014 BY BLENDTEC / 4 COMMENTS


ter
Recipes



97TH FLOOR

- 1,300 Different Keywords bringing traffic
- 100 Keywords in the top 10
- 1,100 visits a day



1. </blog/9-peanut-butter-smoothies/> 

213,630(100.00%)



Again: focus on Keyword Value

fx	Keyword			
	A	B	C	D
1	Keyword	Search Volume	Competition	Keyword Value
2	best pumpkin cheesecake recipe	880	Low	96
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I know, recipes are easy



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just slap the word “Paleo” on it and it will work

so lets talk **B2B**



grab those keywords



- Almost 2 yrs old
- 94 keywords in Top 10
- Over 219 unique keywords bringing traffic
- July had 25 more keywords ranking in the top 10 than in June
- 797 LinkedIn Shares

How to Make a Good Sales Pitch in 7 Steps

Feb 04, 2014 | By [Stuart Leung](#) in [Sales](#)

Log

 Tweet 237

 +1 70

 Share 797

Crafting a good sales pitch is not easy.

That's because a *sales pitch* is no longer a "pitch" in the sense that you throw information at your customer as a baseball player would pitch a baseball at a batter.

Nowadays, an effective sales pitch is a two-way street -- a conversation where you listen to the buyer, ask real questions, and offer them a solution to a challenge they're experiencing.

A good sales pitch starts with a great first impression. Sales professionals work hard to make a memorable and positive initial impact by creating laser-focused one-liners, but it's just as important that your short, snappy delivery also resonates long after you've delivered that opening line.

You want a presentation that holds your audience's attention -- the longer you're able to keep that attention, the higher your chances of winning them over. And captivating your audience involves being prepared with relevant buyer information, and a pitch that actively includes the buyer in the discussion.

As simple as it sounds, effective sales pitches require upfront work and a conscious effort to stray from the script. Creating effective sales presentations that are collaborative is an art that's perfected over time and comes with years of hands-on





effective sales pitch

Web

Videos

Images

News

Shopping

More ▾

Search tools

About 1,460,000 results (0.35 seconds)

Free B2B Sales eBook - InsideView.com

Ad www.insideview.com/ ▾

Market Intelligence & Effective Sales Strategies can Boost Sales.

What is Sales Enablement? - brainshark.com

Ad www.brainshark.com/Sales-Enablement ▾

Get smart about sales productivity! Read Sales Enablement for Dummies®.
Enable Sales · Increase Responses · Train Effectively

How to Make a Good Sales Pitch in 7 Steps - Salesforce Blog

<https://www.salesforce.com/.../how-to-make-good-sales-pi...> ▾ Salesforce.com ▾

Feb 4, 2014 - Crafting a good sales pitch is not easy. That's because a sales pitch is no longer a "pitch" in the sense that you throw information at your ...

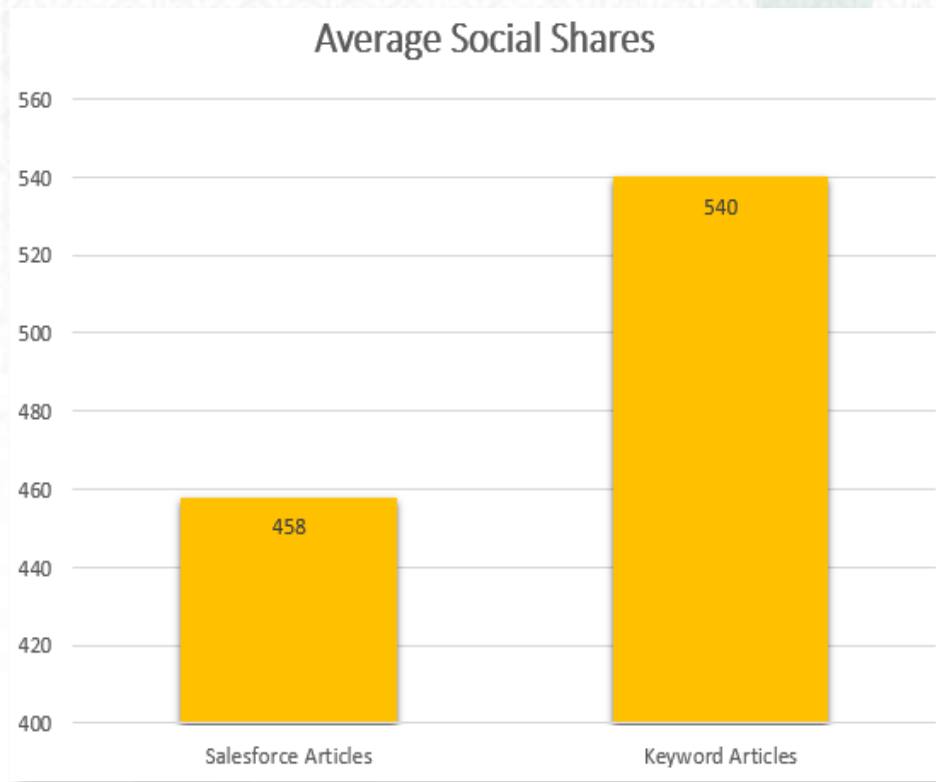
How To Craft An Effective Sales Pitch - Forbes

www.forbes.com/sites/.../how-to-craft-an-effective-sales-pitch/ ▾ Forbes ▾

Jan 5, 2012 - ... sales pitch? First, ditch the "pitch"—or at least neglect the traditional meaning of the word. ... How To Craft An Effective Sales Pitch. Jacquelyn ...



Articles with proper keyword planning



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COACHELLA

Graphics need SEO too

3 DAYS LONG, OVER THE WEEKEND

2 WEEKENDS WITH IDENTICAL LINEUPS



579,000

PEOPLE ATTENDED IN 2014

96,500 PER DAY

(BOTH WEEKENDS COMBINED)

GROSSED
IN 2014

\$78,332,000

GROSSED
IN 2013

\$67,200,000

HOW MUCH DOES IT
COST TO PUT ON?

\$12,000,000



9 SPONSORS—INCLUDING GLASSES.COM



\$375

FOR GENERAL ADMISSION TICKET
(3 DAY PASS)
CHILDREN UNDER 5 YEARS OLD
ENTER FREE

TICKETS IN
2015 SOLD OUT
IN 40 MINUTES

\$2.895 MILLION SPENT
ON FOOD PER DAY



\$17.37 MILLION OVER THE
COURSE OF THE FESTIVAL

ABOUT \$30 SPENT
PER PERSON ON FOOD EACH DAY

COACHELLA STAGE, OUTDOOR THEATER, GOBI TENT, MOJAVE
TENT, SAHARA TENT, YUMA STAGE—INTRODUCED IN 2013
ALSO, A SMALLER OASIS DOME WAS USED IN 2006 AND 2011

164 ARTISTS



TOP BANDS GENERALLY GET A GUARANTEE
OF \$1 MILLION TO \$3 MILLION PER FESTIVAL

MID-LEVEL BANDS CAN GET \$25,000 FOR A HALF-HOUR SET

6 - 7

AVERAGE UV
INDEX IN APRIL



AVERAGE HISTORIC
TEMPERATURES
IN INDIO, CA FOR THE TWO
COACHELLA WEEKENDS

APRIL 10-12

HIGH: 86.3

LOW: 59.6

APRIL 17-19

HIGH: 88.0

LOW: 61.2



\$2 TO BUY A BOTTLED WATER
16 WATER BOTTLE STATIONS

AN ADDITIONAL 10 STATIONS IN THE CAMPING AREA, EACH CAN SERVE UP TO 4 PEOPLE.



MEDIUM - \$54
LARGE - \$65
EXTRA LARGE - \$79

LOCKER RENTALS (FULL WEEKEND)

PRICES DON'T INCLUDE A \$20 DEPOSIT

0 PAYPHONES



MEDIUM - \$54
LARGE - \$65
EXTRA LARGE - \$79

LOCKER RENTALS (FULL WEEKEND)

PRICES DON'T INCLUDE A \$20 DEPOSIT

0 PAYPHONES



645 PORTABLE TOILETS
250-300 VOLUNTEERS



3 MEDICAL TENTS + GENERAL STORE IN CAMPING
AREA IS OPEN 24 HOURS

250 TONS OF TRASH



VENDORS HOPE TO RECYCLE OR COMPOST 60 TO 70 PERCENT OF THE WASTE

THAT'S ABOUT 150 TO 175 TONS



35 RECYCLING BINS

ARE REDESIGNED AS PIECES OF ART

PARKING:

CAR CAMPING SPOTS ARE ALSO
AVAILABLE, THOUGH THESE CARS MUST
BE PARKED FOR THE DURATION OF
THE FESTIVAL

4 PUBLIC PARKING LOTS,
1 VIP LOT, 1 ADA LOT,
1 CAMPING LOT



<http://www.glasses.com/what-is-coachella>

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Google

what is coachella

what is coachella

what is coachella like

what is coachella 2015

what is coachella vip



Remove

(3 DAY PASS)
CHILDREN UNDER 5 YEARS OLD
ENTER FREE

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<http://www.glasses.com/what-is-coachella>

About 13,700,000 results (0.34 seconds)

What is Coachella and should I care? - Punchline on CBCwww.cbc.ca/punchline/.../what-is-coachella-and-should-i-care ▾ CBC.ca ▾

Apr 18, 2015 - The Coachella Music Festival is a two-weekend event that features some of the most embarrassing fashion decisions of the year. Keep in mind, we're talking about a music festival. An outfit that could easily get a person fired in the most laid back workplace setting is often considered formal at the average music fest.

Coachella Valley Music and Arts Festival - Wikipedia, the ...https://en.wikipedia.org/.../Coachella_Valley_Music_and_Arts... ▾ Wikipedia ▾

The Coachella Valley Music and Arts Festival (commonly referred to as Coachella or the Coachella Festival) is an annual music and arts festival held at the Empire Polo Club in Indio, California, located in the Inland Empire's Coachella Valley in the Colorado Desert. Indio, California - Woodstock '99 - Empire Polo Club - Anschutz Entertainment Group

Coachella | The Coachella Valley Music and Arts Annual ...<https://www.coachella.com/> ▾ Coachella Valley Music and Arts Festival ▾

The Coachella Valley Music and Arts Annual Festival - Event and visitor information, passes, photo gallery, FAQ, rules, and directions.

The 11 Most Annoying Outfits We Saw At Coachellawww.huffingtonpost.com/.../outfits-coachella-_n_51... ▾ The Huffington Post ▾

Apr 21, 2014 - Fringe galore, floral headbands, bindis -- yup, you guessed it, we're talking about Coachella. The annual music festival that takes place in Indio, ...

Kendall Jenner's \$4,773 Coachella Wardrobe—Get the ...www.eonline.com/.../kendall-jenner-s-4-153-coachella-wardrobe-get-t... ▾ E! ▾

Apr 13, 2014 - Step aside Vanessa Hudgens—Kendall Jenner is Coachella's new reigning style queen. While truthful...

What is Coachella | Glasses.comwww.glasses.com/what-is-coachella ▾

How big is the Coachella Festival? Massive! With an event like this never forget these two important things: your sunglasses and a smile.

15 Things I Learned About Coachella By Actually Going Th...thoughtcatalog.com/.../15-things-i-learned-about-coachella-by-actually-g... ▾

COACHELLA

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2 WEEKENDS WITH IDENTICAL LINEUPS



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97TH FLOOR

So to recap

- Spend enough time up front on keyword research
- Write content that is inspired by keywords
- Create altruistic content for the user
- Track test and prove
- Repeat



97TH FLOOR

[@chrisbennett](#)

chris@97thfloor.com

97thFloor.com

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